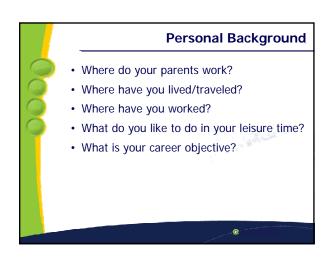






What's in it for me? – Student Benefits
Individual Recognition
Chapter Recognition
Interaction with Industry Professionals
Opportunity to test your marketing skills
Opportunity to travel and experience life as a business professional
National Monetary Awards sponsored by major companies (p. 50-52 DECA Guide)



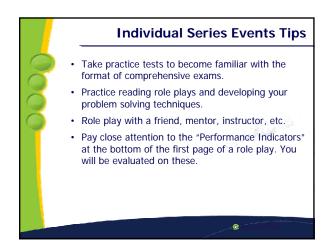




### Competitive Event Categories Individual Series Events Management Team Decision Making Events Marketing Research Events Business Management & Entrepreneurship Events Marketing Representative Events State Events Special Events







## Management Team Decision Making Events • 7 occupational areas to choose from • Team of 2 • 100-item multiple choice test • One case study • 30 minutes to review the case study • 15-minute interview with the judge(s).

#### Practice using the problem solving technique with your case studies. Make a plan with your teammate of who will present what information. Practice your presentation skills in front of peers and adults. Consult with a business person on considerations for making business decisions. Get a copy of a previously used event to practice the process for this category. Review the evaluation form on page 78 (DECA Guide).

Marketing Research Events

4 occupational areas to choose from

30-page maximum written document (70%)
15-minute maximum oral presentation

· Must submit Written Event Statement of

Assurances - p. 80 (DECA Guide).

· Team of 1 to 3

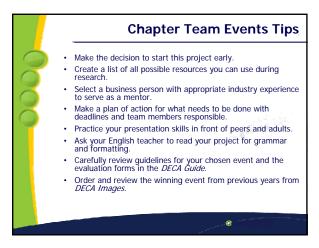
(30%)

# Management Team Decision Making Events Business Law and Ethics Buying and Merchandising E-commerce Financial Analysis Hospitality Services Sports and Entertainment Marketing Travel and Tourism Marketing





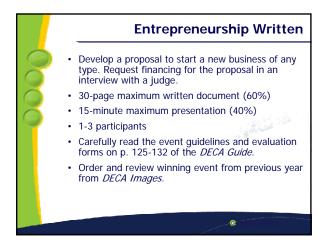
### Marketing Research Events Tips Make the decision to start this project early. Create a list of all possible resources you can use during research. Select a business person with appropriate industry experience to serve as a mentor. Make a plan of action for what needs to be done with deadlines and team members responsible. Practice your presentation skills in front of peers and adults. Ask your English teacher to read your project for grammar and formatting. Carefully review guidelines for the event and the evaluation forms on page 81-87 of the DECA Guide. Order and review the winning event from previous years from DECA Images.



# Chapter Team Events • 5 events to choose from • Team of 1 to 3 • 30-page maximum written document (70%) • 15-minute maximum oral presentation (30%) • Must submit Written Event Statement of Assurances – p. 80 (*DECA Guide*).







### Research and design a plan to start an e-commerce business or enhance a component of an existing e-commerce business. 30-page maximum written document (60%) 15-minute maximum presentation (40%) 1-3 participants Carefully read the event guidelines and evaluation forms on p. 125-132 of the DECA Guide. Order and review winning event from previous year from DECA Images.



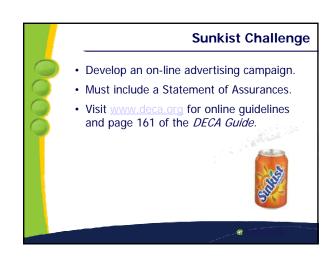
### Apply marketing skills in an international setting and prepare a written proposal for a new business venture. 30-page maximum written document (70%) 15-minute maximum presentation (30%) 1-3 participants Carefully read the event guidelines and evaluation forms on p. 133-140 of the *DECA Guide*. Order and review winning event from previous year from *DECA Images*.











Virtual Business Challenge

Operate a computerized business simulation of a retail environment or sports franchise.

In this event, you do not compete at the State CDC, but if you chose to compete in another event and win, you must chose only one event to compete in at ICDC.

National Finalists will be recognized at the State CDC, however, they must quality to compete at State CDC in another event in order to attend the

See page 165 of the DECA Guide for more

Two qualifying rounds

information.

entire conference.

